

ORDER

**KTVX-TV**

Orders
Order / Rev: 48254
Alt Order #: 08843278
Product Desc: Patriot Majority
Estimate: 1548
Flight Dates: 10/02/12 - 10/15/12
Original Date / Rev: 08/09/12 / 09/20/12
Order Type: GENERAL

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue, Suite 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Patriot Majority
Demographic: HH
Product Codes: Issues/Propositions
Priority: P-3
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	48	\$56,030.00	\$47,625.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$56,030.00	\$47,625.50	0.00
Totals	48	\$56,030.00	\$47,625.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTVX-TV	21%	\$56,030.00
Market	100%	\$266,809.52

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	29%	\$77,374.76
KSTU	26%	\$69,370.48
KUCW	2%	\$5,336.19
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	19%	\$50,693.81
UNKWN	3%	\$8,004.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/02/12	10/12/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM	-TWTF--	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		1		\$300.00		0.00					
		Week: 10/08/12	10/14/12	-TWTF--		1		\$300.00		0.00					
E 2	KTVX	10/02/12	10/12/12		CM	9:00 AM-10:00 AM	-TWTF--	:30	3	\$200.00	P-1	0.00	NM	6	\$1,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9a-10a M-F 9a-10a											
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-TWTF--		3			\$200.00		0.00				
Week: 10/08/12		10/08/12	10/14/12	-TWTF--		3			\$200.00		0.00				
E 3	KTVX	10/07/12	10/14/12	This Week This Week	CM	10:00 AM-11:00 AM (10:00 AM-11:00 AM)	AI-----S	:30	2	\$250.00	P-1	0.00	NM	4	\$1,000.00
THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-----S		2			\$250.00		0.00				
Week: 10/08/12		10/08/12	10/14/12	-----S		2			\$250.00		0.00				
E 4	KTVX	10/02/12	10/12/12	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	PI-1111--	:30	4	\$300.00	P-1	0.00	NM	8	\$2,400.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-1111--		4			\$300.00		0.00				
Week: 10/08/12		10/08/12	10/14/12	-1111--		4			\$300.00		0.00				
E 5	KTVX	10/02/12	10/12/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	PM -TWTF--	:30	3	\$400.00	P-1	0.00	NM	6	\$2,400.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-TWTF--		3			\$400.00		0.00				
Week: 10/08/12		10/08/12	10/14/12	-TWTF--		3			\$400.00		0.00				
E 6	KTVX	10/07/12	10/14/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5:00 PM-5:30 PM	-----S	:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00
ABC4 NEWS-5P SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-----S		2			\$400.00		0.00				
Week: 10/08/12		10/08/12	10/14/12	-----S		2			\$400.00		0.00				
E 7	KTVX	10/08/12	10/15/12	Mon Spec Dancing w/Stars	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	M-----	:30	1	\$7,000.00	P-1	0.00	NM	2	\$14,000.00
DANCING WITH THE STARS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/08/12	10/14/12	M-----		1			\$7,000.00		0.00				
Week: 10/15/12		10/15/12	10/21/12	M-----		1			\$7,000.00		0.00				
E 8	KTVX	10/02/12	10/09/12	Tue Reg 2 Happy Endings/Apt.23	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$5,000.00	P-1	0.00	NM	2	\$10,000.00
HAPPY ENDINGS/APT. 23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-T-----		1			\$5,000.00		0.00				
Week: 10/08/12		10/08/12	10/14/12	-T-----		1			\$5,000.00		0.00				
E 9	KTVX	10/08/12	10/15/12	Mon Reg 3 Castle 9-10p	CM	9:00 PM-10:00 PM	PMM-----	:30	1	\$9,000.00	P-1	0.00	NM	2	\$18,000.00
CASTLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/08/12	10/14/12	M-----		1			\$9,000.00		0.00				
Week: 10/15/12		10/15/12	10/21/12	M-----		1			\$9,000.00		0.00				
E 10	KTVX	10/02/12	10/12/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10:00 PM-10:35 PM	PI-TWTF--	:30	1	\$900.00	P-1	0.00	NM	2	\$1,800.00
ABC 4 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-TWTF--		1			\$900.00		0.00				
Week: 10/08/12		10/08/12	10/14/12	-TWTF--		1			\$900.00		0.00				
E 11	KTVX	10/02/12	10/12/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM	PI-TWTF--	:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-TWTF--		2			\$400.00		0.00				
Week: 10/08/12		10/08/12	10/14/12	-TWTF--		2			\$400.00		0.00				
E 12	KTVX	10/02/12	10/12/12	M-F 11p-1130p M-F 1103p-1133p	CM	11:05 PM-11:35 PM	PI-TWTF--	:30	1	\$215.00	P-1	0.00	NM	2	\$430.00

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Alt Order #: 08843278
Flight Dates: 10/02/12 - 10/15/12

Advertiser: Patriot Majority
Product Desc: Patriot Majority
Estimate: 1548
KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--					1	\$215.00		0.00			
		Week: 10/08/12	10/14/12	-TWTF--					1	\$215.00		0.00			
E 13	KTVX	10/08/12	10/15/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	M-----	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$200.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$200.00		0.00			
E 14	KTVX	10/08/12	10/15/12	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	M-----	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$300.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$300.00		0.00			
													Totals	48	\$56,030.00